

TO: Governor
FROM: John Arledge
DATE: 10/18/04
SUBJECT: 4th Quarter media events schedule

We have compiled a list of media events around your existing schedule to help us manage your message as we rollout the legislative agenda during the 4th Quarter. Not listed are legislative meetings we are arranging to put you with key legislators in our agenda areas: education, budget and economic development. These meetings will take place before our media announcements in each issue area. You will notice that we are still building our events for the "Coast Tour" and we have identified four days in December to do a media tour to tout the agenda before the Session begins.

October

20

EADS Ribbon-Cutting (Columbus)/Tour school (Columbus)

25

Textron Grand Opening (Greenville)/Tour School (Greenwood)

26

MEC Education/Tax Speech

27

MS Education Summit

28

Lions Club speech (Pontotoc)/Tour school (Pontotoc)

November

2

Election coverage

4

Special Session (?) / Meet with Troops (Camp Shelby) / Tour Laurel school

5

Special Session (?) / Economic development speech to ADP (H'Burg)

8

Minority Business Announcement (Jackson)

9

State Vehicle Savings Plan Announcement (Jackson)

15

Plant announcement (Southaven)/ "Operation: Streamline II" announcement/Budget Committee lunch (Jackson)

16

Pearl River Comm. College speech/Boy Scouts speech (H'Burg)

22

Announce Education Agenda (statewide/4 stops)

23

Pearl River County Day

December

2

Announce “Momentum Mississippi” legislative package

3

DeSoto Council “Momentum Mississippi” speech (Southaven)

6 – 9

Coast Tour (*events under development*)

14-17

Agenda Week (meetings with press and local legislators across the state)